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STILL THE STATE UNIVERSITY

The nomination of W. H. Sapp for representative by an overwhelming majority of the Democratic voters of Boone County was a deserved recognition of Mr. Sapp's service to the entire county. He was an active, earnest and courageous representative, and no good reason presented itself for denying his renomination.

Mr. Sapp's success, however, meant much more even than a deserved personal tribute. It showed that the voters of Boone County are opposed to dragging the University of Missouri into local politics. They are against making a state institution a perquisite of local politicians to be used for personal ends. The attacks upon University policies and officers not only were disapproved but were resented by a great majority of the people of the county. The personal animus of the anti-University candidate and his medical advisors won no support but on the contrary lost many votes.

It is a matter of regret that a few good citizens—fortunately only a few—should have been led by their prejudices into actions and utterances that in their sober, sane moments they will wish to forget and to have forgotten. It is a matter of rejoicing that the result of the contest shows conclusively that no candidate can win in Boone County on a platform that denounces the State University for being run in the interests of the state.

USE OF VACATION

Vacation is for rest and a renewal of energy, but not every worker needs the same program. Vacation is the time to renew what has been lost in work.

The man who thinks hard and uses little muscular energy needs an outing, a mental rest, but a physical exertion. Americans are as bad as Chinese in doing things backward—and so we have many old young men and a few young old men.

Many of us are still seeking the free-to-all fountain of youth and losing our real selves in the effort. A few days or even half days each month scattered between Sundays should be given to the kind of rest needed by each of us.

The suggested Thursday half holiday would increase business efficiency and individual value as well as educate many of us in the way to live for life's sake.

SCREEN OUT THE FLIES

Do some of you of more mature ages remember the screenless, fly-swarming dining rooms of twenty-five years ago? Do you remember the old-fashioned fly-brushes of all makes, description and uselessness which were swung over the tables from the tops or from the sides? Contrast them with the screened, flyless dining rooms we may have nowadays. When you do, you'll be thankful for the swat-the-fly-movement.

And yet many people are indifferent to the fight against flies. They permit a screen door to sag on its hinges or fail to keep taut the door springs. They are heedless of a hole in a screen window just because it is below the edge of a kitchen window and they cannot see it every day. Flies are not heedless of sagging, gaping doors nor of rotted-out window screens. Perhaps not many go in as if the screens were up, but a little attention to such trifles will make more houses safe from the death-dealing feet of flies.

WILSON AND HUGHES

Woodrow Wilson was born December 28, 1856, at Staunton, Va.; hence he is in his sixtieth year. He attended school at Davidson College and received the degree of A. B. at Princeton in 1879 and the degree of A. M. in 1882. He was graduated in law from Virginia in 1881 and practiced law in

Atlanta, Ga., from 1883 to 1885. He also took post-graduate work and attained a degree of Ph. D. from Johns Hopkins in 1886. He has had the honorary degree of LL. D. conferred on him at Wake Forest, Tulane, Johns Hopkins, Rutgers, University of Pennsylvania, Brown, Harvard, Williams and Dartmouth and a Litt. D. from Yale. He has been married twice. He has held a chair as professor in the following schools: Byrn Mawr College, Wesleyan University and Princeton University. He was president of Princeton from 1902 to 1910, when he resigned to become governor of New Jersey. He is a member of the Phi Kappa Psi fraternity.

Charles Evans Hughes was born in 1862, hence he is six years younger than President Wilson. He attended school at Colgate University and received the degrees of A. B., A. M. and LL. B. at Brown. He has had the honorary degree of LL. D. conferred upon him by the following schools: Brown, Columbia, Knox, Lafayette, Union, Colgate, George Washington, Williams College, Harvard, University of Pennsylvania and Yale. He married Miss Antoinette Carter December 5, 1888. He practiced law in New York from 1884 to 1906. In 1906 he was the Republican nominee for mayor of New York, but declined the nomination. He served as governor of New York state for two terms. On October 10, 1910 he became associate justice in the Supreme Court, a post which he resigned to accept the Republican nomination for President. He is a member of the Delta Upsilon fraternity.

Noticed in Passing

Now's the time horses wish for a bar net or a long tail to shoo off the flies.

Just now basket dinners and woods picnics are competing for the honor of national sport.

Don't blight a good cause because your rival is backing it.

Paper must be cheap in Carrollton. The Republican-Record came out every other sheet blank.

James Whitcomb Riley was a sign painter before he became a poet. That explains the spelling in his verse.

Strange, isn't it, that Villa hasn't died since the soldiers reached the border. Evidently he sees little danger.

We can put away our blankets now; the weather man says he sees warmer weather coming.

Who would ever have thought that Rumania, Montenegro and Greece could keep hands off Turkey as long as they have?

The New Books

"Because I Am a German."

"Because I am a German," by Herman Frenau, has been confiscated and suppressed in Germany.

A native of Prussia, Mr. Frenau yet draws his heaviest indictment against that kingdom, for whose ruthless arrogance and consistent tyranny he has no words but of scorn. Throughout its recent history, he says, whenever occasion has arisen for protestations of liberty, Prussian policy has stamped them down, and today not alone is it responsible for the heinous crime of war, it has added to its other sin that of having enforced silence on those who dare to question its behests, and of having prostituted to its purposes the scholars who are weak enough to be it stools. That the attitude of German intellectuals should be such as was manifested by the treatment they accorded "J'accuse," a book like his own refused circulation in Germany, he considers a scathing commentary alike upon themselves and upon their state.

A pacifist and democrat, who holds fidelity to truth above adherence to nation, Mr. Frenau pleads his case with dispassionate earnestness. He is no reviler of his country—he mourns

for it—but rather the defender of its better self against its worst. He would lead it through knowledge to a righteousness that would once more exalt it among the nations.

(E. P. Dutton & Co., New York; cloth; \$1.)

COLLEGE BOYS WON'T LEAVE

Illinois Militia Wants to Stay on the Mexican Border.

BROWNSVILLE, Tex., Aug. 2.—Few college students in the militia camps of the Rio Grande Valley will accept exemption from further service. The students resent the attitude of the legislators and construe it as a direct reflection upon their patriotism.

From the camp of the First Cavalry, which has a good percentage of university men, a petition has been forwarded to President Wilson by University of Illinois students urging him to intercede for them should the measure make arbitrary the exclusion of collegians from the guard.

In it they state they will consider themselves personally humiliated and disgraced if constrained to return to Urbana. The petition reads:

"We learn with regret that Congress has authorized the exemption of college students from the national guard. This we deeply resent. We came down here for a purpose, to serve our country, and should we be obliged to return to Urbana, we, students of the University of Illinois, feel that we should not care to sneak about on a campus where we came from to do a solemn duty.

"We deplore most heartily the attitude toward college men and should the order be mandatory, we, as members of Troop B, First Illinois Cavalry urge you to use your influence to see that we remain here to fulfill our charged duty. We should feel intensely humiliated should we be compelled to leave a service which we feel needs us."

E. M. TODD TO KANSAS CITY

Former C. H. S. Teacher Will Begin New Work in September.

E. M. Todd, coach of athletic teams in the Columbia High School in 1913, 1914 and 1915, who has been appointed coach of the Country Day School of Kansas City, will take up his new duties in September.

Todd is a graduate of the School of Journalism and holds also a degree in education and an A. B. Last spring he took the degree of Master of Arts, specializing in physical education. He played on the Varsity basketball and tennis teams and on the class teams in football and baseball. He was once assistant in physical education of the Summer Session.

The teams that Todd turned out at Columbia High have all been of exceptional class. In 1914 the basketball team won the state title and repeated in 1915. In 1915 the football team took the state championship in the high school class.

In his work at the Country Day School, Todd not only will have charge of athletics but will devote part of his efforts to military training of the students.

Gets Some Agricultural Practice.

Dean D. Thorpe, a sophomore in the College of Agriculture last year, is working on a farm this summer at Kinloch Park, northwest of St. Louis. Thorpe reports that the farmer for whom he works sold his wheat for \$1.22 and \$1.25 a bushel; also that this same farmer raised 567 bushels of oats from 8 1-2 acres, or an average acreage yield of 66.7 bushels.

Will Teach in Oklahoma.

Miss Jacobina Brandenberger of Chillicothe, now in the Summer Session, has accepted a position as teacher of German in the Vinita, Okla., High School.

We will close our mill Wednesday and Thursday at noon to attend the fair.

BOONE COUNTY MILLING COMPANY.

SLEEPING ON THE MOUNDS
NOT ALL IT'S SAID TO BE

It was a hot and thirsty night. Hatless and dateless we sprawled on the mounds, on the north side, so as to be part of the scenery whenever an automobile came around the circle-where-a-mountain-ought-to-be and flashed its lights on the Quad, the Columns and the couples. We dissected all the Presidential candidates, censured the President, settled the war, argued on the rights of neutrals in case of flirtations, decided that both the bridges and the approaches to them should be closed to all but couples after night-fall, sang songs at ourselves, told stories with the age limit off and in general disported ourselves.

The night, the watchman and the couples passed. At 10:30 two of us were left. For we argued what was the use of going up to a stuffy room to suffocate, when we could recline on the noble mounds and breathe the nice, cool air? By 2 or 3 o'clock in the morning, when our rooms should be cool enough not to scorch us when we got in, would be time enough; meanwhile, there was no place like the mounds to doze. So we picked a nice soft spot, selected a little hollow

that would accommodate our sensitive craniums and, covering ourselves with some of the holy traditions which always cluster around the columns, essayed to woo Morpheus. We had lately become at outs with the old gentleman, but that may be attributed to evil spirits. Anyhow, if we ever made our peace with him, no place could be better than here outside under the stars. Again, we were fresh-air fiends. Under the wings of the innumerable spirits of famous men, we anticipated rest, a good rest,—and we sought it, from column to column. We changed our positions. Our toes made friends with our ears. We curved one arm lovingly around our instep. We sat up, took a hasty survey of the buildings and, satisfied that they were both still and there, closed our eyes again.

On the mounds reside a very playful folk. Small, unassuming, friendly, even ingratiating, they insisted on the sportive mood. Hide and seek they elected for their game with us. What could we do with them so insistent? We showed them clearly that we were indisposed, that we had other things to do. They would not be de-

nied. Overlooking our bad manners, they began the game, and we had to play. They came en masse up one arm. We gently removed them, admonished them and, placing them on the ground, told them to be good. They went and brought their friends. Soon we had a young army swarming over us. At 11:30 we were losing heavily. For every marauder we choked, squeezed or frightened away, seven, and frequently nine, others came. For twenty-five minutes we struggled against overwhelming odds. But it was all in vain.

At the fateful hour of midnight, just on the stroke of that witching hour, we surrendered and stole ignominiously away.

Hereafter we sleep at home, be the beds as hot as the resting places in Gehenna. No longer are we fresh-air fiends. We are cured. Why? Ask the ants!

Blewett, Wash., Saves Daylight.

By United Press.
BLEWETT, Wash., Aug. 2.—This city is the first in the United States to adopt a war-time "daylight saving" plan of setting all the clocks ahead one hour during the summer months. The workday here commences at 5 a. m. The town belongs to a lumber company which fixed the clocks.

HERE'S A MERCHANT WHO
DOES AN ANNUAL BUSINESS
OF \$60,000 IN A TOWN OF
300 PEOPLE IN INDIANA!

E. B. Moon is this man's name and his store is located in Lakeville, a little town just outside of South Bend. Lakeville is just ten miles from South Bend and is connected by trolley. South Bend has about 70,000 people.

The last issue of *Printers' Ink*, the business trade paper contains an extensive article about Mr. Moon's methods of business that are of interest not only to the public but to business men as well. Parts of the article follow:

Indeed, farmers' wives drive into South Bend through Lakeville to sell their eggs, and then back to Lakeville to spend their money.

Constructive merchandising methods form his secret. He has his store departmentalized, so that he can record accurately which of his sixteen departments are paying, and which are not. He has a cost-accounting system whereby at the end of each day he can tally sales from each department. Moreover, he does not feature in his windows goods that his customers may be supposed to want, but merchandise "that I want them to want."

RETAILER
MUST WAKE UP
HE MUST BE A
GOOD BUYER

The small-town storekeeper need not fear the mail-order bugaboo according to Mr. Moon if he will awaken to his opportunities while on the actual field of operation.

The problem of distribution is one of the great problems still confronting us. General discontent with methods of distribution has manifested itself at different times for a period of years. Granger stores established four years ago were only a manifestation of discontent with existing methods of distribution. The farmers owned the stores, and it was an attempt to shorten the route between producer and consumer.

It is true that the retail merchant is the natural distributor of goods. The consumers like to go into the store and look at goods for suggestions. For four thousands of years this has been the accepted method of distribution of the bulk of goods at retail. None of the efforts so far made to improve upon this have been really successful.

Last year—in the year 1915 more than 22,000 merchants in the United States failed in business; more than twice as many as in 1914 or any previous year. An analysis of the reasons why of these failures develops some interesting facts. The commercial reports charge a large percentage of these to incompetence.

The retail merchant must be a good buyer, must have a fit place in which to display and sell his goods. The store must be clean, inviting, light and cheerful; his clerks must be trained. They must know the goods, and know the arts of salesmanship. They must sell the goods in the spirit of service, kindness, hospitality and mutual interest.

Advertising is the modern way of selling goods. Nationally advertised goods are life-savers to the retailer. The farming communities have been educated to it through the agricultural and country press and the cities through the great magazines and the dailies.

Too many retailers think that advertising means selling goods at a cut price and his local competitor has the same idea. He has not learned that salesmanship is selling goods at a profit and that advertising is salesmanship on paper. No wonder 22,000 such merchants failed last year.

The local retailer's personality is a factor and yet the mail-order houses with all these handicaps have gone right out into the country districts and right into the cities and sold goods right under the nose of the small town merchants. Why?

Through the power of advertising; salesmanship on paper, with well-prepared catalogues that display the goods attractively; with descriptions that are compelling and that answer the questions 'why'—'what'—'when'—and 'wherefore'; that have gotten the business.

WHOLESALE BUSINESS FALLING OFF

Last year, in the year 1915, the wholesale business of the city of Chicago, it is said, fell off 10%. The mail-order business in this city increased 10%. This change in distribution has affected not only the retailer, but the wholesaler. It is something in which he and the manufacturer who sells to the dealer and through the dealer are vitally interested, and it is a subject in which they shall be more vitally interested, else there will be still greater slumps in the business of both of them.

So, after all, Mr. Moon concludes, this problem of selling goods in the smaller cities and towns is an advertising proposition—an advertising problem. Now, there has been much criticism that country merchants don't do much advertising. This is in many ways a just criticism. But we have not only got to advertise—all the time—in the dull summer as well as in the busy season. And we have got to use informative copy in our ads if we expect to cope with the mail-order houses who are so rapidly getting away our trade.

SUMMER FARES

EAST

The Wabash is the direct line to Detroit, Buffalo and the East. Low Summer fares in effect:—

Round trip

\$24.35 to Detroit
\$30.25 to Buffalo, Niagara Falls
\$42.85 to New York
\$44.75 to Boston

WEST

The Wabash and its connection now have new and far faster train service to Colorado, California and West.

Round trip

Denver, Colo. \$26.00
California \$68.40
Yellowstone \$42.50
Salt Lake City \$41.00
Portland, Seattle \$68.50

WABASH

Find out about these and other summer fares. See the undersigned Wabash agent or write to Earle Lind, Div. Pass. Agt. Moberly, Mo.

J. C. Abbott, Agent Wabash Railway.